

Kathleen M.H. Wallman
9332 Ramey Lane
Great Falls, VA 22066

November 16, 2007

Ms. Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

RE: MB 07-47

Dear Ms. Dortch,

On Thursday November 15, 2007 Robert Herring and Charles Herring, Co-Founders of WealthTV and I met with Michelle Carey, Legal Advisor to Chairman Kevin Martin, and separately with Cristina Pauze, Legal Advisor for Media Issues to Commissioner Robert McDowell. We discussed issues related to the above referenced docket and the Herrings outlined the origins, development and successes in carriage agreements of WealthTV, an independent high-definition channel. Specifically, we outlined the great consumer reaction to WealthTV's deployment on FiOS television systems and small cable systems across the nation.

We also discussed the frustration on the part of WealthTV resulting from their unsuccessful efforts to reach carriage agreements with the major cable systems, Time Warner Cable in particular. The greatest frustrations in that process, as we related in the meeting, are that (1) even when WealthTV accepted terms of carriage that were heavily skewed in favor of Time Warner carriage was still not secured, and, (2) the launch of MOJO, a channel owned and operated by the MSOs that WealthTV believes is substantially similar to its service, which predated MOJO.

Finally, we articulated our optimism that the Commission will promulgate new carriage access rules in the above referenced docket that will assist independent programmers in their efforts gain equitable carriage agreements and ensure that consumers have access to a diversity of high quality programming.

Attached are several documents that were left behind following the meeting.

Yours Very Truly,

//Signed//

Kathleen Wallman



*Wealth*TV

IT'S YOUR LIFE...SPEND IT WELL

WHAT IS WEALTHTV?

- A 24/7 high definition **aspirational** lifestyle , entertainment, and informational network . WealthTV provides a down-converted standard definition simulcast for non high def customers.
- **Broad appeal** across age and income demographics. Allows viewers to enjoy **The American Dream** now via their TV regardless of economic status.
- Launched 24/7 on June 1, 2004. Over 75 distribution partners including Charter Communications, Verizon, Armstrong, Wide Open West, US Cable, Metrocast, Western Broadband, GCI, AT&T, etc.
- Headquartered in **San Diego**, CA and operated out of our own 40,000 square foot **state-of-the-art HD studio**.

ALL ORIGINAL QUALITY PROGRAMMING



Set of WealthTV's *International News*

- **WealthTV's** state of the art HD studio utilizes the latest HD technologies from **Sony** with integration by **Ascent Media**.

OVERVIEW OF WEALTHTV



- Executed a 5 year deal with PanAmSat for Galaxy 13, the **premiere high definition neighborhood**.



- On-site **Master Control**.
- WealthTV currently has complete **in-house** HD content production capabilities.

OVERVIEW OF WEALTHTV

Full In-house Production Capabilities from *concept to completion* with full-time in-house staff of producers, editors, video photographers, and on-air talent.

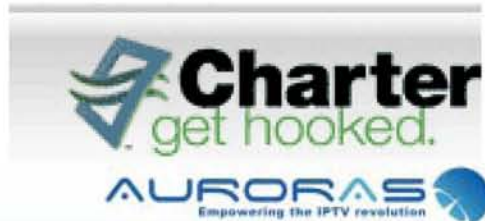


Photo (left): WealthTV host Erin Keeney (left) on location at Cannes Film Festival.

Photo (right): WealthTV's Dave Faltskog, Video Photographer, shooting California's coast line in High Definition from the skid of a helicopter.



OVER 75 LINEAR DISTRIBUTION PARTNERS



GCI



GUADALUPE VALLEY TELECOMMUNICATIONS COOPERATIVE

IT'S YOUR LIFE...SPEND IT WELL



CABLE SYSTEMS OFFERING THE MOST HD CHANNELS

Incumbent Cable MSOs

1. Cablevision NY/NY/CT	40
2. Time Warner San Antonio	33
3. Comcast Detroit	28
4. Comcast Boston	27
5. Comcast Washington D.C.	27
6. Comcast Nashville	27
7. Cox Providence RI	27
8. Bright House Tampa	26
9. Comcast Minneapolis	26
10. Comcast Indianapolis	26

Overbuilders & Telcos

1. OEN Fision Houston	32
2. Verizon FiOS TV Los Angeles	30
3. Verizon FiOS TV Tampa	29
4. Verizon FiOS TV (5 Markets)	28
5. AT&T U-verse All Markets	28
6. Grande San Antonio	27
7. Verizon FiOS TV Wash. D.C.	27
8. Qwest Choice TV Denver	26
9. Verizon FiOS TV Baltimore	26
10. Qwest Choice TV Phoenix	25

0 for 10 – None Carry WealthTV vs 10 for 10 – ALL carry WealthTV!

NOTE: WealthTV HD is available on all of the telcos & Overbuilders shown above, including Verizon, Grande, Qwest, AT&T, and OEN Fision Houston

**Source:
KERSEY Strategies**

THOUGHT PROVOKING PROGRAMMING



“Inside Islam”

- 1.2 billion Muslims in 57 countries around the world bow toward Mecca. To understand their way of life and spirit, we entered the world of Muslims and Islam. This award winning series, exclusively on WealthTV, visits 11 Islamic countries on 3 continents to meet the many faces of Islam.

“The Ray Lucia Show”

- Ray Lucia, CFP, the nationally renowned expert in financial and business management answers your questions and discusses the latest issues affecting your financial future.

“Wealth on Health”

- Find out why stem cells may hold the key to curing some of today’s most debilitating illnesses in this in-depth series on the latest medical breakthroughs.

WEALTHTV – WEALTH ON WHEELS

WEALTHTV

WEALTH ON WHEELS



Description: *Wealth on Wheels* highlights the latest trends in automotive technology and the hottest cars. Episodes include factory tours, automotive shows, and Ferrari's Challenge series.

Episodes: more than 50 episodes to date.

Air Date: Since June 1, 2004

MOJO VERSION

FUELED



Description: Fueled: An inside look at the Pontiac GTO's debut at "the Rolex" 24 Hours of Daytona, the oldest and most prestigious 24-hour endurance race in the United States.

WEALTHTV – SPIRITS & CUISINE

WEALTHTV: TASTE!



Description: Travel, food, & Spirits. Educational element.

Host: Scott Henuset

Episodes: 39+

Air Date: June 2004

MOJO VERSION: UNCORKED



Description: Travel, food, & Spirits.
“He’s willing to ask the dumb questions so you don’t have to.”

Host: Billy Merritt

Episodes: 6

WEALTHTV – LEGENDARY SPORTS TALK

WEALTHTV: CHARLIE JONES LIVE TO TAPE



Description: Legendary football play by play sports caster Charlie Jones interviews remarkable athletes and celebrities and brings you the untold story of these legends. Photo: Charlie Jones with former UCLA Basketball Coach John Wooden.

Host: Charlie Jones

MOJO VERSION: TIMELESS



Description: Timeless taps into the classic themes of sports and competition; the plight of the underdog, the impossible play, the unlikely hero and their remarkable talent. Their stories are off-beat, inspiring and, of course...timeless.

Host: Dhani Jones

WEALTHTV – SPIRITS & CUISINE

WEALTHTV:

TASTE OF LIFE



Description: Travel, food, & Spirits.
Educational element.

Web Site Recipes: approx. 180

Episodes: 46

MOJO VERSION:

AFTER HOURS



Description: “For years, the secret late night dinners of internationally-renowned Chef Daniel Boulud were exclusive to his celebrity and top chef guests. Now, you can join them behind-the-scenes at New York City’s best restaurants as they trade recipes, culinary secrets and untold stories.”

Web Site Recipes: 12

Episodes: 8

WEALTHTV – HIGH TECH TOYS

WEALTHTV *INNOVATE*



Description: In each episode, we show you the latest in Gadgets & Gizmos from around the World.

Episodes: 13

Air Date: Since April 2005

MOJO VERSION *GEARED UP*



Description: *"In each episode, we'll show you the best in breed in gadgets, gizmos, and gearotica."*
Source: MOJO

Episodes: Unknown

INHD Morphed in WealthTV Like Network

INHD was a “...movies, major and college sports and **general interest** programming” service. Source: INHD website

INHD2 offered “...similar general entertainment programming scheduled at varying times from INHD.” Source INHD website.

The distinctive, new MOJO programming, which launched in June (2006) on INHD, is a **new genre** especially geared to the multi-faceted lives of the affluent” Source: INHD website.

MOJO - “The New 100% Hi-Def Channel”

Source: MOJO marketing material, NCTA Show.

Jacobson said that since the premiere of the MOJO programming block last June (2006), INHD has achieved a 37% increase in ad revenue.” *Source: Multichannel News, 3/19/07.*

SAME DEMOGRAPHICS

- Similar demographics
 - Males 25 to 49
 - Income
 - MOJO: in excess of \$100,000 per year; active (TV Week, Mar 22, 2007)
 - WealthTV: same
- An underserved demographic
 - MOJO: Robert Jacobson, TV Week, Mar 22, 2007
 - WealthTV: same; see Foxnews.com, article by Amy C. Sims, Jan 15, 2004

WEALTHTV IS MORE ESTABLISHED

- In existence for nearly **three years longer** than MOJO.
- WealthTV offers **more episodes** in each series compared to MOJO.
- WealthTV offers **more original content** than MOJO.
- WealthTV offers **HD VOD**.
 - WealthTV was the first programmer to announce HD VOD with TVN.
 - WealthTV was the first programmer to launch HD VOD on TW.

Chronology of Dealings with TWC

- **Corporate Dealings**
 - Almost two dozen meetings over the course nearly four years (Constantini, Carter, Dressler, Goldberg, and others)
- **Numerous Expressions of Interest from the Field**
 - Nebraska, Austin, Houston, San Antonio and others
- **Agreement coming, but limited in-house programming staff, limited legal team, long queue, limited bandwidth...**

DEALINGS WITH TIME WARNER

December 28, 2006:

“One of my colleagues watched your channel in Dallas last week and liked the content. I was wondering if you have an agreement with Time Warner Cable so that we could consider adding you to our lineup.”

Thank you,

Scott

Scott E. Pleyte

Programming Marketing Manager

Time Warner Cable-San Antonio

TIME WARNER

- They Supplied “One Sided” Term Sheet
 - Drop Clause
 - No commitment to launch any of our services (linear HD, linear SD, VOD, HD VOD)
 - Ability to re-tier
 - MFN Clause
- Notification of acceptance of Term Sheet.
- Re-notification of terms not acceptable.

FAIR TREATMENT OF WEALTHTV

- Similar distribution as MOJO.
- Similar terms and conditions to MOJO.
 - No drop clauses, re-tiering, etc.
- Independents need a quick and effective process when there is clear abuse by the giant cable companies.
- Fosters competition/lower prices, better programming, pushes technology, more diversity.

WealthTV's Let's Shop



"**Let's Shop**" is a global adventure in **taste, style and exploration**. Hosted by the charming and elegant **Cheryll Gillespie**, this program is a whirlwind tour of the most exclusive, exciting and **famous shopping destinations** the world has to offer. Travel with Cheryll to exotic destinations like Thailand and discover the most unique fashions for you and your home and how to bargain for them.

For Cheryll **shopping is a passion** and an **art form**. For you shopping becomes inspirational, educational and always **highly entertaining**. After all, "Let's Shop" is the ultimate shopper's guide to the world.

For more information about our programming, please contact:

Charles Herring
charles@wealthtv.net
858-270-6900

www.wealthtv.net

IT'S YOUR LIFE...SPEND IT WELL

WealthTV, A Lifestyle and Entertainment Network in High Definition.



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WealthTV's Wealth on Health



Find out why **stem cells** and **gene silencing** may hold the key to curing some of today's most debilitating illnesses in this in-depth series on the latest medical breakthroughs. Produced by WealthTV in **high-definition**, this series focuses on the fascinating advancements in medical technology and the hope it creates for curing serious illnesses such as juvenile diabetes.

From **celebrities and politicians**, to leading figures in the **medical and scientific communities** and **theologians**, the issues surrounding stem cell research are discussed from multiple perspectives. WealthTV's **Wealth on Health** has also featured episodes on the latest advances in heart related preventative and corrective medicine, body scans, gene silencing and other fascinating medical topics. Plus, you get to hear first-hand heart-wrenching stories from those affected by life threatening illnesses of which there may be **hope for a cure**.

For more information about our programming, please contact:

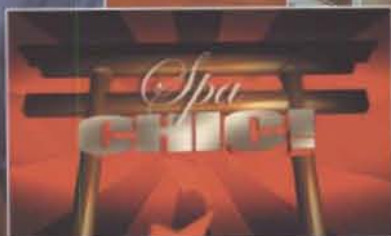
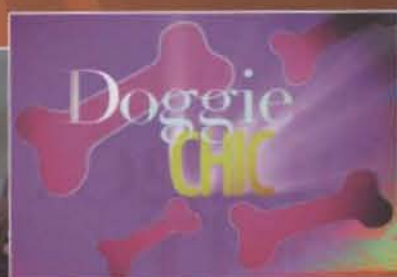
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WealthTV's Chic Series



Chic is a cutting edge series showcasing the latest trends and elegance in fashion, lifestyle, accessories, and destinations. **Chic** is everywhere you want to be.

Chic will take you to the most sought after destinations from the most luxurious spas in our series **Spa Chic** to the trendiest boutiques in our series **Teen Chic**. Everyone deserves to be pampered and in **Spa Chic** we introduce to the latest trends in spa treatments and locations. **Doggie Chic** will take you inside the fabulous lives of dogs, with the latest doggy accessories, fashions and amenities. Every dog will have their day and we'll show you how.

Enjoy a shopping spree with **Teen Chic** and **Mom Chic** where we go inside some of the trendiest boutiques and try on the latest fashions for teens and moms. This series promotes high fashion and cutting edge trends for everyone.

For more information about our programming, please contact:

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Wealth on Wheels Great Cars



Go back in time to when the first **Mercedes-Benz, Ferrari and Porsche** were mere dreams and follow their history to becoming today's **most sought after automobiles** on WealthTV's **finest car** series, "**Wealth on Wheels.**"

Let us introduce you to the **newest trends in technology** on the road. You will be astonished when you discover the latest in **technology, luxury and speed.** We take you inside the auto shows, visit the factories and speak with leading industry experts on the latest trends in the automotive industry.

Wealth on Wheels is an introduction into **class and elegance** in transportation and technology. This series puts you **behind the wheel** in the driver's seat!

For more information about our programming, please contact:

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WealthTV's International News



There's your typical, evening news program that gives you one point of view and then there's **WealthTV's International News** - the news program that takes you around the world to give you a true **global perspective**. Broadcast in high-definition and covering everything from **world events** to the action of the **stock market**, this live newscast gives you the whole story...and picture.

If you want to know **what's really going on** in the world, not just in Washington DC, tune into *WealthTV's International News*...because getting **more than one perspective** helps to keep you truly **informed**.

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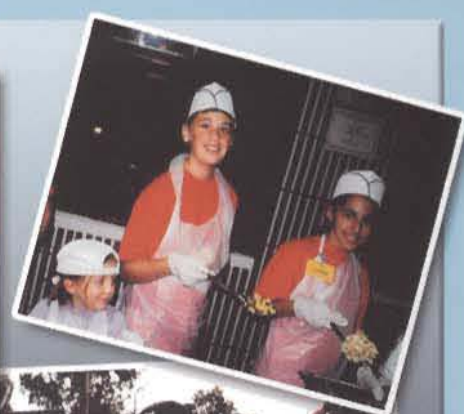
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WealthTV's Giving Back



This uplifting series **showcases philanthropy** at its best and brings stories of "**giving back**" to life. Each episode is filled with tales of giving back to society and **showcases volunteerism, nonprofits** doing what they do best, **corporate charity**, individual donors, stories of angels, interviews with those who've received much needed help and much more.

If you want to see a **wealth of human generosity**, tune into "Giving Back." And if you're curious about accounts of fraud in charity, well you'll learn more about that too. Be informed, entertained and inspired by the "**abundance of good**" in this program broadcast in high-definition and see the world in a whole new light.

For more information about our programming, please contact:

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What 80 Million Baby Boomers
Are Looking For...

the **BOOMER** **SHOW** *with Brian Christie*

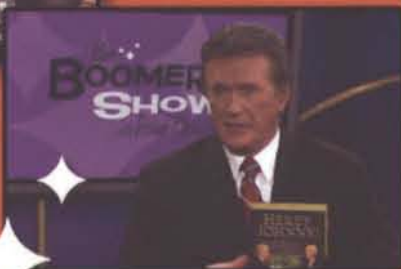
The "Talk Show" designed for Boomers...



Mike Love (Beach Boys)



Hank Williams Jr.



...Providing entertainment
and information on health, lifestyle,
finances, travel, music and much more

WealthTV

The **Family Friendly** Premier Lifestyle,
Entertainment & Informational Network
with Broad Appeal

PRESS CENTER

For immediate release

MOJO IS RISING!! **INHD PREPARES FOR A MAY 1 LIGHTSWITCH WHEN THE HI-DEF CABLE** **CHANNEL BECOMES MOJO**

**Network Unveils Spring 2007 Slate of Original Hi Def Programming:
King of Miami, I Bet You, London Live,
Three Sheets and Uncorked with Billy Merritt**

New York -- March 19 -- On May 1, 2007, high definition cable channel **INHD** officially changes its name to **MOJO**, announced Robert D. Jacobson, President & CEO, iN DEMAND Networks (MOJO's parent company). **MOJO** was born in June, 2006 as a prime-time programming block on the **INHD** network, with original high-def series geared to males who are "active affluents" - dynamic, intelligent, adventurous. Since then, the network has further developed the MOJO brand and expanded its slate of programming, with new series spanning adventure travel, comedy, finance, music, cuisine and spirits and high tech toys. (*Definition of WealthTV in HD launched June 1, 2004.*) MOJO is one of the most widely distributed HD networks, carried by every major US cable provider.

As part of the transition, MOJO is rolling out new original programming throughout prime time beginning immediately. The new spring slate is produced around the globe, filmed with HD cameras and presented full-time in exquisite 1080i format and Dolby 5.1 sound. The diverse shows include an eclectic mix of witty and urbane comedy, sports, adventurous travel, music and the finer pleasures of food and drink. Premiering over the next several months are *Uncorked with Billy Merritt*, *King of Miami*, *I Bet You* and *The Show*. Returning are two favorites, *London Live* and *Three Sheets* (starring the popular Zane Lamprey).

MOJO's spring slate of originals include (production credits at end of release):

London Live explodes out of the gate with season two of the high velocity series hosted by Joe Mace at the Koko Club. Twenty new episodes showcase the bands that are rocking the UK music scene. Just a few of the 60+ performers include The Killers, My Chemical Romance, Beck and The Charlatans. (Returning Series - Premiered February 16)

Three Sheets - American comedian Zane Lamprey returns for season two of this colorful and unconventional travelogue/international pub-crawl to learn about new cultures; meet and befriend locals; and visit breweries, restaurants, pubs, and watering holes across Europe, Asia and the Americas. (Returning series - Premiered March 14. Every Wed. at 9PM ET/PT)

Uncorked with Billy Merritt introduces comedian Billy Merritt, a man with ordinary beer tastes who seeks to raise his sophistication level by learning all about wine. He visits vineyards, festivals and gourmet restaurants in North America and Europe. In this "guy's guy guide to wine," Merritt discovers that wine lovers are real people, too. Merritt is known to audiences as a regular on *Late Night with Conan O'Brien*. (New Original Series - Premiered: March 14 Every Wed. at 9:30PM ET/PT)

King of Miami In an innovative series that blurs the lines between fiction, reality and comedy, comedian Dave Hill moves from his parents' basement in suburban Cleveland to undertake a bold

(if misguided) journey to become THE guy in Miami. Donning a fake tan and an ill-fitting white suit, he aspires to become one of the beautiful people. He interviews important Miami trendsetters - realtors, personal trainers and politicians - to unearth the secrets to his potential success. Despite his "wannabe" persona in the series, the real Dave Hill was just named one of the "10 Comics to Watch" by Variety Magazine (2.28.07) (New Original Series - Premieres May 7 at 9:30PM ET/PT)

I Bet You - What happens when two best friends who are championship-caliber poker pros decide to bet and dare each other on anything outrageous that inspires them? In this high-energy series, Phil ("the Unabomber") Laak and Antonio ("The Magician") Esfandiari wander the streets of America wagering on everything: from who can make more tips tending bar, to who can find Danny DeVito's home using the Hollywood "Map to the Stars," to who can better coach an amateur poker player. (New Original Series - Premieres May 7. Every Monday at 9PM ET/PT)

The Show follows six driven and talented baseball prospects as they attempt to make the leap from The Arizona Diamondbacks' Triple A affiliate to the major leagues. Viewers will see what goes on beyond the dugout and why these guys will sacrifice almost anything to achieve their dream: getting to "the show." Joe Mantegna (Godfather III, Searching for Bobby Fischer) narrates. (New Series Premieres in Summer)

"This spring, we've brought back some of our viewers' favorite shows," said David Asch, Senior Vice President of Programming, iN DEMAND Networks. "But we've pushed the envelope by adding some truly unique original series. We hope this combination further ingrains **MOJO** as a destination for compelling, unique and ultimately entertaining programming."

About INHD/MOJO (www.mojohd.com) Since it launched in 2003, **INHD** has been a pioneer in hi-def television and is among the most widely distributed HD networks on cable. It consistently earns high marks from HD viewers for the pristine quality of its 1080i picture and Dolby 5.1 sound and ranks as a viewer favorite. **MOJO** was created exclusively for the discerning male, with attitude, wit and style, and becomes the network name as of May 1, 2007. **Original shows are about lifestyle interests including high tech, finance, adventurous travel, music, cuisine and spirits.** Other programming includes comedy-reality series, high profile professional and college sports, movies, concerts and big events. The network is 100% hi-definition and available as part of the hi-definition offerings from such cable operators as Time Warner Cable, Comcast, Cox Communications, Bright House Networks, Cablevision, Mediacom and Patriot. INHD is owned by iN DEMAND Networks, whose shareholders are Comcast iN DEMAND Holdings, Inc., Cox Communications Holdings, Inc., and Time Warner Entertainment - Advance/Newhouse Partnership.

Production credits below: For all shows, Executive Producer for INHD is Emilio Nunez. Siobhan Graham is Supervising Producer.

London Live is produced by 3DD Entertainment of London. Series Producer is Dominic Lobo. Executive Producers are Andrew Higgin and Dominic Saville.

I Bet You is produced by NorthSouth Productions. Mark Hickman and Thom Hinkle, Executive Producers.

Three Sheets is produced by Screaming Flea Productions. Matt Chan and Mike Kelly are Executive Producers. Christina Kindwall is Field Producer.

Uncorked is produced by Helicon Media. Sandy Green is Executive Producer.

King of Miami is produced by Local Woman Films. Elyse Roth is Executive Producer.

The Show is produced by Al Roker Productions.

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